We claim:

1. A multi-purpose plug-in lamp socket for selectively mounting and connecting lamps of different types, such as represented by PAR36 or AR111 lamps, having a reflecting body, and a pair of relatively rigid, spaced-apart, strip-like contact elements mounted at a back portion of the reflecting body and having first portions extending generally laterally relative to a central axis of said reflecting body and second portions extending at a substantial angle with respect to said first portions, which comprises

(a) a socket body formed of insulating material,

(b) laterally spaced apart contact clips mounted by said socket body,

(c) said contact clips being formed of conductive metal having resilient characteristics, and being of generally u-shaped configuration defined by spaced apart contact side walls and a wall connecting said contact side walls,

(d) said contact clips being mounted by said socket body and being positioned to receive and resiliently grip respective ones of said strip-like contact elements, with said strip-like contact elements disposed such that principal planar portions of strip-like material of which said contact elements are formed are disposed generally at right angles to the side walls of said contact clips,

(e) said contact side walls having inwardly protuberant retention elements positioned to lie closely above and closely below planar portions of said strip-like contact elements after plug-in insertion of a lamp into said socket for resiliently retaining said lamp in a generally fixed position in said socket.

2. A multi-purpose plug-in lamp socket according to claim 1, wherein

(a) said contact side walls have first and second inwardly protuberant retention elements,

(b) said second retention elements being positioned below said first retention elements so as to lie closely below said planar portions of said strip-like contact elements after plug-in insertion of a lamp into said socket and serving to limit the extent of such plug-in insertion.

3. A multi-purpose plug-in lamp socket according to claim 2, wherein

(a) said first protuberant retention elements protrude inwardly a lesser distance than said second protuberant retention elements, whereby said planar portions can resiliently displace said first retention elements during a plug-in insertion of a lamp but meet with meet with increased resistance to resilient displacement of said second retention elements, whereby said planar portions are retained and positioned between said first and second retention elements.

4. A multi-purpose plug-in lamp socket according to claim 2, wherein

(a) said first and second retention elements are in the form of dimples pressed into the sidewalls of said of said contact clips.

5. A multi-purpose plug-in lamp socket according to claim 4, wherein

(a) said socket body has a vertical center axis,

(b) said first retention elements are spaced a first predetermined distance from said center axis, and

(c) said second retention elements are spaced a second predetermined distance from said center axis,

(d) said second predetermined distance being slightly greater than said first predetermined distance.

6. A multi-purpose plug-in lamp socket according to claim 5, wherein

(a) a first form of lamp adapted for reception in said socket comprises spaced apart contact elements of generally inverted L-shaped configuration, each comprising generally horizontally disposed first planar portions and generally vertically downwardly disposed second planar portions integrally joined with outer end portions of said horizontally disposed first planar portions and forming therewith spaced apart, downwardly facing inside corner portions,

(b) said second retention elements being positioned to engage said contact elements at said inside corner portions and to thereby support said lamp against downward displacement and to position said lamp against lateral displacement relative to said socket body.

7. A multi-purpose plug-in lamp socket according to claim 6, wherein

(a) said first retention elements are positioned to overlie upwardly facing

surfaces of said first planar portions adjacent outer end portions thereof to resist outward movement of said lamp relative to said socket body.

8. A multi-purpose plug-in lamp socket according to claim 5, wherein

(a) a second form of lamp adapted for reception in said socket comprises spaced apart contact elements each having first planar portions extending generally horizontally, second planar portions joined with outer ends of said first planar portions and extending outward and upward therefrom, and third planar portions joined with outer ends of said second planar portions and extending upwardly therefrom and forming therewith upwardly facing inside corner portions,

(b) said first retention elements being positioned to engage said contact elements at said inside corner portions to resist outward movement of said lamp and to position said lamp against lateral displacement relative to said socket body.

9. A multi-purpose plug-in lamp socket according to claim 8, wherein

(a) said second retention elements are positioned to engage downwardly facing surfaces of said second planar portions to resist inward movement of said lamp relative to said socket body.

10. A multi-purpose plug-in lamp socket according to claim 1, wherein

(a) the side walls of said contact clips are joined by a bottom wall and are formed with outwardly flared upper side wall portions,

(b) said socket body side walls are spaced closely outward of said outwardly flared portions to limit lateral movement of said flared portions when said contact clip side walls are displaced laterally by insertion of a lamp into said socket.

11. A multi-purpose plug-in lamp socket according to claim 1, wherein

(a) said socket body is formed with a vertical opening in its bottom wall, generally aligned with a central vertical axis of said socket body, for reception of a mounting screw to accommodate rotational position adjustment of said socket body about said axis.